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# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

"HOW TO THRIVE IN EVERY KIND OF MARKET"

DECEMBER 2020



At Impact Maryland Real Estate we live by the philosophy that "Stories are the Currency of our Society." That's why we say, 'We Don't Sell Homes; We Sell Dreams.'

## **HEADLINES**

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## **2020 – A Year of Changes/Craziness**

Like it or Not, 2020 will be a year to remember. Have you seen that commercial or it might be a TikTok, I'm not sure. Where God is talking to one of the Angels and they are discussing 2020 and everything that has happened this year.

God says something like, "and don't forget about releasing the Pandemic in the 2020s." after going through a list of ALL the tragic craziness that has happened this year.

The Angel gets this weird look on her face and thinks, "2020s?" I thought God said "2020?"

This year seems to be just like this. A decade worth of STUFF happens all in one year. As we sit here in December 2020, I don't think there is a person alive that could have predicted all that happened this year. Think back 12 months, one year, and how different our world was.

We were able to go out. Concerts. Bars. Dinner. Play sports. Attend sports. Travel. NOT wear masks. Kobe Bryant was still alive. The Govt. didn't shut everything down.

**This has been a year of adaptation and change!**

And as much as I HATE change. I HATE it, live and business has seen dramatic changes in 2020.

*Continued on the Inside...*

If you have friends, neighbors or family members who, like you, are a savvy homeowner who is concerned about how to maximize the value of your investment, and you think they would appreciate IMPACT MARYLAND MONTHLY, I'd be happy to make that happen...and, have it come as a gift from you. Here's how it works: Simply shoot us an email ([subscribe@ClientProfitSecrets.com](mailto:subscribe@ClientProfitSecrets.com)) with your name and the name and address of the person whom would enjoy this newsletter. I'll include a note explaining that it is totally free because you arranged for a free subscription.

And whether you like it or not, change happens.

### **Have you ever just needed a change?**

Maybe you started getting your morning coffee from Dunkin Donuts instead of Starbucks? Maybe you decided you were fed up at work and needed a new job. Maybe it was time to update that bathroom you've been talking about doing for 10 years... or maybe you decided that you wanted to help more people in your life and you started a cause.

### **This last month has been about professional change for me.**

And with that I have been slacking on my Content and Morning Musings (for those of you that get the daily conversation). If you aren't subscribed, I suggest you subscribe at [www.MorningMusings.net](http://www.MorningMusings.net).

About 3 months ago Impact Maryland Real Estate decided to make a conscious decision to grow. And by that I mean we decided that bringing in already established, producing agents into our company. Not quite sure who those people would be but had an idea of the type of person we wanted to bring in.

SueMart, Katie, Hashie (Brittany), SAS (Stacy) and I went to do a FoodTruck Friday in Frederick in September. I had been mulling a change in direction for 3-4 months and wanted to bring my thoughts to #ImpactFamily. As we were sitting and having lunch I laid out 2 options:

Option 1 : was to stay the 5 of us and stay the 5 of us for a while. Not making any changes or growth for the next couple of years. And, I was fine with this course of action. It is comfortable and we all know and love each other like family and help out all the time.

Or

Option 2: Grow and Expand... But ONLY with seasoned/producing agents. AND if we did this we would HAVE to get another office space. Having 8, 10, 15 agents working out of the office on Prices Distillery was not feasible. But I wanted them to know that we wouldn't just get anyone! We would get good fits!!!

And I asked each one and we discussed as a Family and the decision was unanimous.

GROW!!!! And with that this whirlwind has started!

Now, we needed to be strategic in growth... new agents, I have learned, is not my strong suit.

I am NOT the getting you off the ground type of trainer. I have tried this, NOPE, I royally suck at it! So, why would I want new agents if I suck at helping them and molding them?

I have learned that I'm a really good problem solver. And really good at coordinating and GSD. If Impact was going to grow, and Impact was going to HELP others grow I needed to bring in people that are successful and help them get to that NEXT level.

I struggle helping others so from 0 to 1.

Let me tell you that real estate is a TOUGH business to be successful. A REALLY tough business!!!! I have seen some of the brightest people that I know FAIL to build a business in real estate. Being successful in real estate is a totally different animal than other professions. Not everyone is cut out to be a teacher, or a stylist, or work in office, or be a Doctor. I can tell you right now that I would be a horrendous teacher (thanks for teaching me that, COVID).

What I've learned, and what I know is that success in real estate is about "CONNECTIONS"...

Connections has so many definitions and connotations.

First you have to HAVE connections in real estate to get clients. Clients don't just fall outta trees and into your lap. You have to find a way to GET connections, then you have to CONNECT with those connections so that they TRUST you enough to work with you on their most important transaction – their home.

Then you have to have Connections to Connect your Connections with to help guide them through a transaction when one of 872 things goes wrong.

One thing that I've learned is that I can't help teach – CONNECTIONS, but that's ok, because successful agents have the 'connection' part down otherwise they wouldn't be successful. That is the first step in failure in real estate is either not having or the inability to make connections.

Make Sense?

So... Successful Agents are Connectors...

Now, how to you go from a successful agent to a 'desired' agent?

One where connections are made for you!!! Where more and more people make connections on your behalf and then established agents become Sought After agents?

It is the nurturing of those connections, those relationships that take agents from a place of success to sustainability.

Success to Sustainability...

That is the goal of every agent, to have a sustainable business. Success is great, but in a vacuum, you can be successful – ie: you can have transactions and clients – but those clients buy or sell and you have to find more connections/clients.

Sustainability in real estate is about nurturing those relationships!

That, in my opinion, is where I can help others Excel... Is taking Successful Agents and making them Sustainable Agents!

Hence the reason to grow with Successful Agents.

So, back to the story. About 3 months ago Impact decided to grow, not knowing what it would look like or the form it would take.

But what I did know is that we had to have a 2<sup>nd</sup> location/office if growth were to happen. Not knowing WHAT we were looking for I made a few inquires in my connections and come to find out that the PERFECT space was going to be available on Dec. 1<sup>st</sup>. The spot was right off 270 and 85. GREAT location. Centrally located in Frederick. Near others in real estate – Settlement Company and Lenders close by.

This spot on Westview Dr was actually ideal for what we wanted. The configuration of the office is perfect. There is a small lobby/entrance, and then directly ahead is a dedicated office with a glass window (this will be SueMart's office). We have a LARGE conference room for meetings and settlements. And then there are 2 good size offices that can be used for workspaces or meetings!

Really ideal in today's world of technology.

So, with the space secured it was time to find new partners.

I have introduced you to Barry and Janelle before. Barry was the first one to commit to coming aboard. The timing actually could not have worked out better with Barry's prior broker getting close to retirement, Barry was looking for a new home... and he found it at Impact!

Then this past week we partnered with 3 MORE amazing agents. This all kind of happened SUPER quick. As these were 3 agents/friends that I've known and had talked to on varying levels but didn't know if they would actually join Impact.

In fact, I didn't know they were actually coming until last Sunday night. So, last week, was a whirlwind with a LOT of meetings/discussions/tears/emotions and changes quickly getting 3 new successful agents on board.

Successful agents who I think are about to explode in their business when I can help them become Sustainable Agents.

I will introduce you to Carmella Smith, Stacy Delisle and Josie Medwick over the coming weeks. But to have them on board, along with Barry and Janelle has been a whirlwind of a month!

A LOT has gone on since I last wrote you, but I wanted to let you know of the changes. And I'm back with the MorningMusing!!! Maybe not EVERY day, but definitely multiple times during the week.

One thing I always say is CONSTANT, is change.

Cheers,

*Eric*

# Don't Forget to Have Fun!!!

## December Quiz Question

**Q:** Which animal symbolizes good luck in Europe?

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Amazon.

## November Question & Answer

**Q:** Which animal symbolizes good luck in Europe?

**A:** Ladybug

Other possible answers: pigs, crickets, rabbits, frogs

Congratulations: Jim Wright!

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## Happy Birthday

Here are December birthdays from our friends of **Impact Maryland Monthly**. If you have a birthday in December and don't see your name on this list, please email or call us so that we will include your birthday.

Morgan Covert	Dec 1st	Chase Insley	Dec 12th	John Hanna	Dec 18th
Shannon Gorman	Dec 1st	Lizzie French	Dec 12th	Claire Murphy	Dec 19th
Mary Ellen Farrell	Dec 2nd	Cassy Roderick	Dec 13th	MaryKate Keefe	Dec 19th
Cole Hamilton	Dec 2nd	Peyton Reaver	Dec 13th	Taylor Tuel	Dec 19th
Johnny Brosnan	Dec 3rd	Megan Clark	Dec 14th	Teresa Brewer	Dec 21st
Sue Kemp	Dec 3rd	Bryan Beachley	Dec 14th	Keith Tapley	Dec 21st
Wyatt Allgood	Dec 4th	Laura Haraway	Dec 14th	Angie Keeney	Dec 22nd
Abby Cooper	Dec 4th	Jack Wharton	Dec 15th	Becky Maerten	Dec 22nd
Tammy Artman	Dec 4th	Veronica Lawrence	Dec 15th	Makaiya Skaggs	Dec 22nd
Steven Barnas	Dec 5th	Katrina Hallein	Dec 16th	Christy Steele	Dec 23rd
Sean Tusing	Dec 6th	Austin Clime	Dec 16th	Jill Johnson	Dec 24th
Pam Seiter	Dec 6th	Stephanie Davis	Dec 16th	Ellie Whitting	Dec 25th
Kelley DuBois	Dec 7th	Stephanie Gentile	Dec 16th	April Miller	Dec 26th
Lisa DeShazo	Dec 7th	John Clouser	Dec 16th	Grace Maerten	Dec 26th
Rachel Maerten	Dec 7th	Michelle Baird	Dec 17th	Paul Scott	Dec 27th
Sue Crum	Dec 9th	Debbie Birnby	Dec 17th	Robyn Hulvey	Dec 28th
Kacey Austin	Dec 11th	Ellie Baker	Dec 17th	Erin Gamble	Dec 29th
Mollie Davis	Dec 12th	Rylie Reaver	Dec 17th	Emma Phelps	Dec 29th
				Cindy Delbrook	Dec 30th

**Be Sure to Wish these Friends a HAPPY BIRTHDAY if you see them.**

# IMPACTCLUB™

## Still Doing ImpactClub®?

WOWSA.

Was it just me or was November a CRAZY month?

The election (enough said). COVID numbers on the rise and businesses and government shutting down again.

The weather. If you are local, then you know that a couple of the weekends were more like September weekends. Beautiful weather. High 60s, low 70s. I loved it!

Let me tell you that running an ImpactClub® in a pandemic with these strict guidelines is ZERO FUN! ZERO!

Part of the great appeal to ImpactClub®, on top of making a \$100 donation each quarter, and combining your donation with 300 others and having a \$30,000 IMPACT locally each quarter, which is FREAKING INCREDIBLE!



few hours. You get to drink. You get to tell stories. You get to meet new people that you have a common bond with (doing good). You get to see old friends. I'm telling you it is such an EMOTIONAL night! The live event.



People plan their year around attending ImpactClub® Live Events.

Since May we have had to have Virtual and 'Virtual/Live' combo events. We have tried our best with technology (Zoom and Facebook) to keep everything as normal as possible. Making sure that members can

view/listen to the speakers. The events have been relatively smooth even with the challenge of COVID.

In November, since our last event in August, we had 12 members leave ImpactClub® (ONLY 12 out of over 300+) and gained 6 members.

That is FREAKING AH-MAZING!!!

In a Global Pandemic to only lose a few members!!!

That is WHY I LOVE IMPACTCLUB® so much! Why I LOVE our members. Why I LOVE our charities. Why I LOVE our purpose and cause!

Why we – our ImpactClub® backend team – work tirelessly to make these events as SMOOTH as possible.

Because of YOUR commitment to ImpactClub® we will continue to do our best to make our events as smooth, as fun, as impactful as possible.

In November we committed \$30,100 to The Phoenix Foundation!!!!

For this year we had committed donations of over \$122,000!!!! FREAKING INCREDIBLE!!!!

If you know someone that wants to join in making an Impact, send 'em to [www.impactclubfrederick.com](http://www.impactclubfrederick.com)

Cheers

# 'Stories From The Street'

**Stories from the Street** is a series monthly articles using real life examples, told in 'story' format to give you knowledge of what actually happens behind the scenes of a Real Estate Transaction.

## What the HECK is Going On???

"Where is this market going?" and "What are you seeing?" These are 2 questions that we get on an almost daily basis.

Yesterday I had a 20-minute conversation with a local appraiser who I called to pick their brain about an issue I was having. I always say that I'm not an expert in a LOT of areas, but I know people that are, that I can call to get THEIR EXPERT advice.

I joke often that my phone is worth A MILLION Dollars.

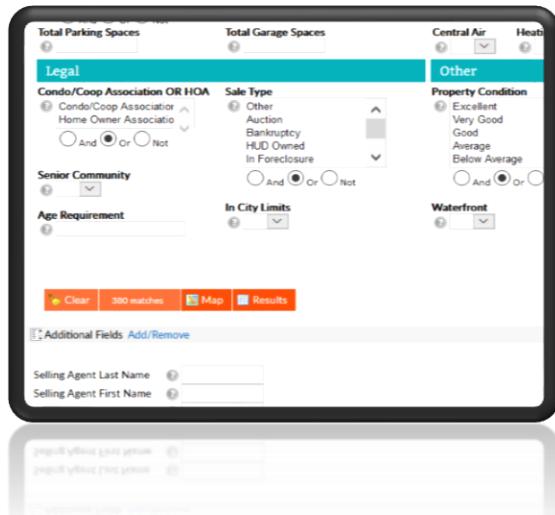
Not in a literal sense, but in the sense that within my phone is a rolodex of contacts that can solve ANY problem or answer ANY question that I or my clients may have in a real estate transaction. And, in the rare instance, that I don't have that EXPERT at my fingertips I'm only one degree away from someone that does.

So, the appraiser and I were talking and the questions were asked... "What are you seeing?" and "Where do you see this Market going?" AND the doozy, "How many offers are you seeing on properties?"

I know why these questions were asked, because an appraiser sees the final pieces of a contract and assigns a value to each asset. They aren't involved in the process to get to that point, so this appraiser wanted a 'boots on the ground' perspective from someone that is waist deep in this everyday.

My answers... First, "On a decent property we are seeing between 4 and 17/18 offers." And then I went onto explain...

"This real estate market is really turning a real estate market is turning the transaction into 2 parts. The 2<sup>nd</sup> part is usually the harder part, but NOW the first part is MUCH harder. You have to be much more inventive. And you have to work you're a\$\$ off on part 1. The 2<sup>nd</sup> part of the transaction is after you get the contract. The inspections.



The appraisal. The financing. ---That part used to be the tough part. But NOW, just getting the contract, the 1<sup>st</sup> part of the transaction, is the hardest part. You almost have to look at it as 2 totally different jobs. You GOTTA get the offer accepted! And then getting from contract to settle is NOW the easy part!"

And the appraiser was like --- "ahhhhhhhh, that makes sense."

Then to the 'market questions.'

"First of all, I do NOT see this market slowing down anytime soon. Now, this could flip in a few weeks if there

is some economic or social disaster. But it is economics 101. Supply and Demand. There is WAYYYYYY more demand than there is supply. As of this writing, there are 380 active homes for sale in Frederick County. And there are 1012 homes under contract. 380 SALES. And, truth be told, about 180 of these are new construction!!! So, there are REALLY only about 200 homes ready for buyers to move in! ---

Two notes here... An even market is about 1300-1500 active homes for sale. AND we are sitting at 200 tells me that the supply is UBER low. Then the ratio of 380 homes for sale vs 1012 under contract. This number is also WAY skewed. This number is right about 1:1 in a 'normal market'. And now it is nearly 1:3.

So, to answer your question, until these numbers start trending the other way... I do NOT see a slowdown. And once these numbers start coming back to norm, I will let you know.

That being said, if you EVER wanted to sell... NOW IS THE TIME!!!"

That is Impact's spiel on the 'State of the Market and the 10,000 foot view on 'WHY.'

Hollar if you have any questions.

# Social Media Stories

I share quite a bit on Social Media platforms, especially on Facebook. I know some of you may not be on Social Media, so here are a few of my **Social Media Stories** that got some interest, likes, and comments.



Eric Verdi

December 6 at 7:39 AM ·

...

If you were planning on coming today, we wrapped up a contract late last night on 13 Fairview Ave...



Eric Verdi is with Susan Sacchetti Verdi and 2 others.

November 29 at 9:15 AM ·

...

What a BEAUTIFUL day hiking Sugarloaf in memory of 2 of the most incredible people you ever met - Justin and Zack

-ZJ5K Four-Day Turkey Trot & Pie Extravaganza

Hope you had an amazing Thanksgiving weekend and got out to enjoy this beautiful fall weekend.



Jacki Grubb

November 16 at 10:20 AM ·

...

What a nice surprise when I opened the front door this morning! Eric Verdi- you shouldn't have! Hands down, I tell everyone that is looking for a realtor to contact you. You are the best at what you do, and the little personal touches are an added bonus! Good luck at closing this week!



ERIC VERDI WAS LIVING

November 17 at 6:23 PM ·

...

Test for tonight's Event...



Audra Ceccorulli Jacob, Aleena Steele and 12 others



Like



Comment



Share



Write a comment...



# IMPACT MARYLAND MONTHLY

*with Eric Verdi*

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## Testimonials from recent 'IMPACT Maryland Monthly' Members

We LOVE our clients and work tirelessly to get Superior Results when you hire us. We realize that your home is your most important investment we treat the entire experience knowing that it is YOUR family and YOUR life that we are involved. We don't take this responsibility lightly. The following review is of one of our Partners and is taken off our Facebook Page. If we have worked with you, we'd love your feedback. [www.facebook.com/impactmarylandrealestate](https://www.facebook.com/impactmarylandrealestate)

- The Impact Team continues to deliver outstanding customer service. They keep their clients best interest at the forefront of everything they do. In addition, the staging and photography team in place does amazing work. Highly recommend. – Dylan D.
- Eric was amazing. He helped us get ready to sell, pays close attention to detail and truly represents the seller. He was the listing agent when we purchased our home and were so impressed, we asked him to list our home when we moved. – Jenifer T.

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